

RESOURCE PROFILE FOR ECONOMIC GROWTH

CITY OF GAYLORD, MN



"The Hub of Sibley County"

Gaylord Economic Development Authority



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▪ Overview on the City of Gaylord

Gaylord is a progressive city located in south central Minnesota along the shore of Lake Titlow. Low crime rates, low cost of living and easy access to major roadways have aided Gaylord's population to grow by 19% in the past 25 years.

Located in the heart of Minnesota's prime agricultural area, fertile soil and a strong work ethic have helped the agricultural based community grow and prosper. As the County seat and largest city in Sibley County, Gaylord is the leader in governmental, commercial and industrial business in the area.

With three state highways passing through, Gaylord offers easy access to other larger markets while still offering a friendly small town feel. A revitalized short line railroad and soon to be completed fiber-optic to the home and business network position Gaylord to be an area leader for years to come.



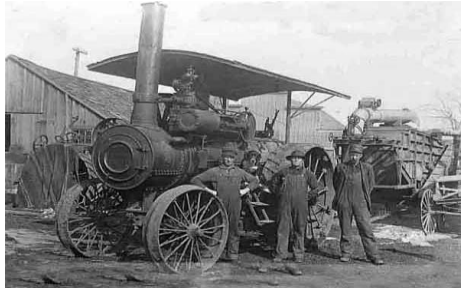
"The Gaylord area offers employees with an excellent work ethic and dedicated long-term employees. Gaylord was a great choice for our headquarters with a nearby hotel, restaurants, grocery store, hardware stores and other shops which meet all of our needs to run a business. Gaylord has an excellent location that is close to the Twin Cities and Mankato areas, but still rural at the same time. Gaylord is a strong community that has more advantages than other rural communities."

- Steve Langhorst, Owner and CEO – Wakefield Pork

Economic History of Gaylord

Minnesota Statehood

First City elections held. Julius Henke is elected first mayor.



Sibley County votes to move County Seat from Henderson to Gaylord.

Egg and poultry become major business. Local farmers win national chicken contests and *Golden Buffs* national poultry magazine claims "Gaylord is home to finest chickens in the world."



Crystal Farms, Inc. constructs new egg processing facility in Gaylord's new industrial park.

City's annual "Eggstravaganza" community celebrations begin.



Over the past 30 years a number of manufacturing firms have established presence in the area to diversify the local economy.

1858
1881
1883
1915
1917
1930
1956
1978
1987
1988
1994
2015

The Founding of Gaylord is credited to William Washburn who extended the M & St. L railroad from Minneapolis South Dakota. The City is named after E.W. Gaylord, a highly respected employee of Washburn.

Gaylord was the prototypical small town of the early 20th century, being an agricultural trade center where townspeople's livelihood was dependent, directly or indirectly, on supporting farm trade and selling goods to farmers.

Construction of New Court House completed.



Rosenberg Premium Egg Producing Company starts with three laying houses and an office building on the east edge of Gaylord.

Crystal Farms joins Michael Foods to become world's largest supplier of processed eggs.

Wakefield Pork, a leader in the pork industry, ranked as one of the top 25 pork producing companies in the country moves headquarters to Gaylord.



County wide fiber-optic network installed.

Community Demographics, Industry and Educational Resources

Age Demographics

		Population	Percent	
A	Under 20 years	883	27.3%	
A	20 to 39 years	688	21.3%	
A	40 to 59 years	835	25.8%	
A	60 to 79 years	614	19.0%	
A	80 years and over	216	6.7%	

Source: The Minneapolis Saint Paul Regional Economic Development Partnership



Minneapolis Saint Paul Regional Economic Development Partnership

Race Demographics

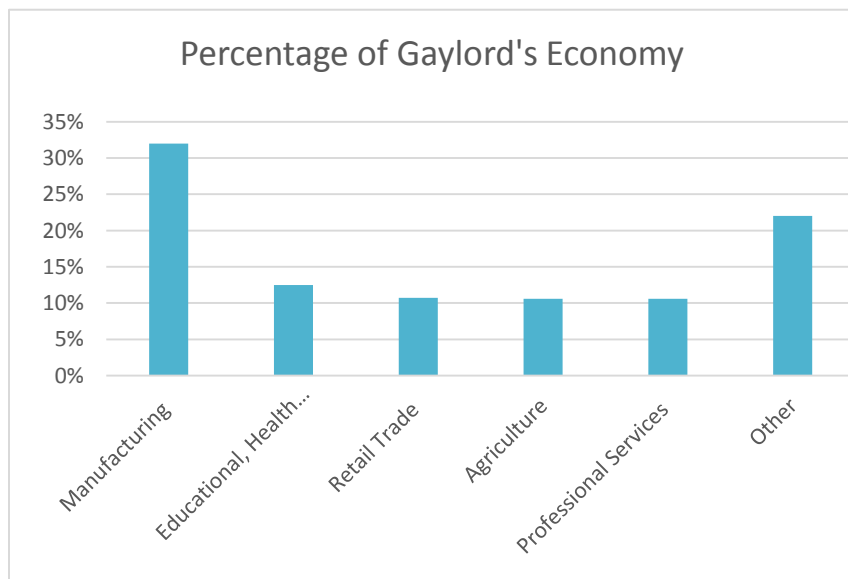
		Population	Percent	
A	All Other Races	43	1.3%	
A	Two or More Races, Non-Hispanic	21	0.6%	
A	Asian, Non-Hispanic	32	1.0%	
A	White, Hispanic	564	17.4%	
A	White, Non-Hispanic	2,576	79.6%	

Source: The Minneapolis Saint Paul Regional Economic Development Partnership



Minneapolis Saint Paul Regional Economic Development Partnership

Gaylord's Top Five Industries



Gaylord's top five industries and their percentage of Gaylord's economy.

Cost of Labor Comparison

Job Title	Region 9*	MN	US
(51-3099) Food Processing	\$12.71/hr	\$11.83/hr	\$11.46/hr
(45-2093) Farmworkers	\$11.05/hr	\$10.47/hr	\$11.02/hr
(47-2061) Construction Laborers	\$15.75/hr	\$19.59/hr	\$14.81/hr
(41-2031) Retail Salesperson	\$9.92/hr	\$9.83/hr	\$10.24/hr
(31-1014) Nursing Assistants	\$11.24/hr	\$13.00/hr	\$12.06/hr
(49-9043) Maintenance Workers	\$19.61/hr	\$19.77/hr	\$20.36/hr
(51-2092) Team Assemblers	\$13.00/hr	\$14.55/hr	\$13.76/hr
(51-9198) Production Workers	\$12.24/hr	\$10.88/hr	\$11.31/hr

Notes: *Region 9 includes the counties of Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet, **Sibley**, Waseca and Watonwan. The average hourly wage within Sibley County is \$15.09 versus the average hourly wage in Minnesota of \$17.56.

Source: <http://mn.gov/deed/data/data-tools/col/> (2014)

Educational Resources



There are four 4-year universities or colleges within 35 miles of Gaylord including: Minnesota State University-Mankato in Mankato, Gustavus Adolphus College in St. Peter, Martin Luther College in New Ulm and Bethany Lutheran College in Mankato.

	Minnesota State University - Mankato	Gustavus Adolphus – St. Peter	Martin Luther College – New Ulm	Bethany Lutheran College - Mankato
Total Enrollment	15,000	2,434	700	600
Undergraduate Programs	140	72	3	19
Graduate Programs	80		1	
Areas of Study	Allied Health and Nursing Arts and Humanities Education Extended Education Graduate Studies and Research Engineering, Science and Technology Social and Behavior Sciences	Communications Computer Science Elementary / Secondary Education Nursing Political Science	Education Pre-Seminary Staff Ministries Masters of Education	Business Administration Communications Engineering Health Communications History

Gaylord is also in close proximity to several technical colleges including: Rasmussen in Mankato, Ridgewater College in Hutchinson and South Central College in Mankato.

	Rasmussen - Mankato	Ridgewater - Hutchinson	South Central College - Mankato
Total Enrollment	650	1,416	3,588
Programs	41	96	36
Areas of Study	Accounting Business Management Healthcare Management Human Resources Marketing	Accounting Farm Business Management Nursing - Associate Degree Legal Administrative Assistant Marketing and Design	Accounting Business Management Nursing Health Unit Coordinator Marketing Management

▪ **Overview on the Local Economy**

The local economy is fairly diverse with a strong presence in agriculture, healthcare, manufacturing and retail. Gaylord is the County seat and Sibley County employs 187 people. Independent School District #2310 Sibley East is also a large employer employing 125 people.

Select Major Non-Government Employers

Employer	Product/Service	Number of Employees
Michael Foods, Inc.	Egg Production/Processing	600
Wakefield Pork	Pork Production	250
Extron/Control Assembly	Manufacturing	140
Oak Terrace Health Center	Skilled Nursing Care Facility	130
Unidor Company	Manufacturing	40
Jerry's Home Quality Foods	Retail	30
T.E. Ibberson	Construction/Manufacturing	25



Aerial View of Michael Foods, Inc.

Why Gaylord?

Why should companies choose to locate in Gaylord?

“Gaylord area workers are hardworking, dedicated, take pride in their work, and are very knowledgeable with a wealth of experience. Gaylord has good highway access to gain access to the Twin Cities very easily. We take pride in being in Gaylord.”

- Marc McCann, Operations Manager – Michael Foods

Three attributes separate us from the rest: People. Location. Infrastructure.

1. **People:** The Gaylord area provides employees that have a wealth of experience, are dedicated to their employers, and have an outstanding work ethic. City staff, business friendly elected officials, and EDA members are here to serve you and help you address your business needs for your next project. Everybody works together to make Gaylord a strong, welcoming community.
2. **Location:** While the “Hub of Sibley County”; Gaylord is actually the hub for southern Minnesota. Gaylord is conveniently located an hour west of Minneapolis, 30 minutes from Hutchinson, and 35 minutes from Mankato. Gaylord also offers the benefits of being a rural city, but at the same time is considered a part of the Twin Cities metro area. This offers less expensive building options and much lower taxes than you would find in other metro cities. Building options include: downtown commercial properties, industrial park properties, and a 9.77 acre shovel ready site.
3. **Infrastructure:** Gaylord has three major highways converging in downtown Gaylord. The City is also served by the Twin Cities and Western Railroad through the Minnesota Prairie Line. Gaylord is part of a rural cooperative bringing a fiber-optic to the home and business network to Gaylord and the surrounding areas beginning in 2015. The City offers great restaurants, lodging options and various shops to meet your needs.

“Gaylord is a perfectly fine City with good employees to hire, a welcoming atmosphere, and low taxes.”

- Mark Converse, Operations Manager – Control Assemblies

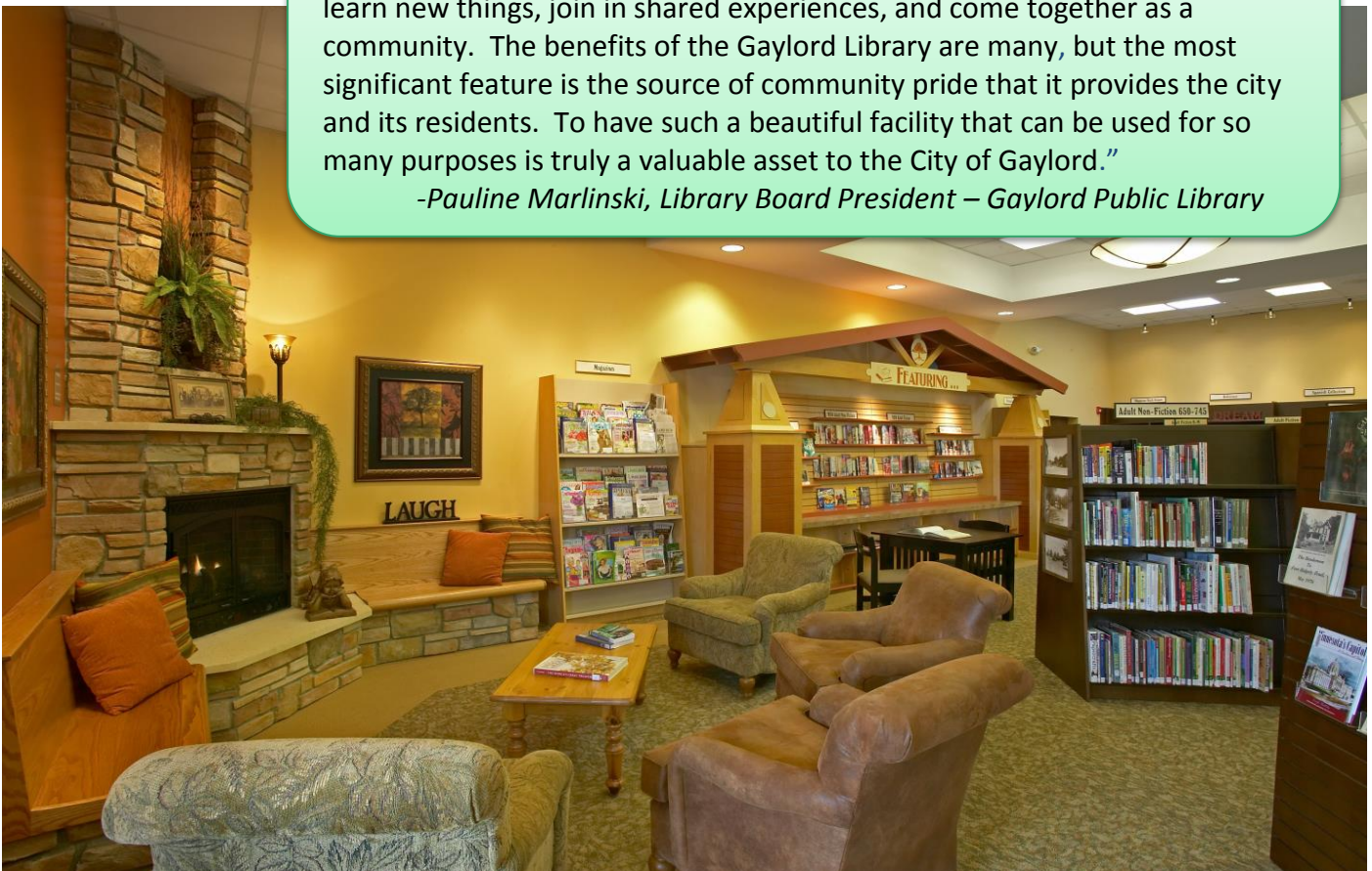
"Gaylord offers a unique location with three major highways meeting in the downtown. This is a good spot for small retailers to be located. The Gaylord area offers dedicated employees and a dedicated customer base."

- Jerry Hahn, Owner/Manager – Jerry's Home Quality Foods



"We are so lucky to have such a wonderful library in Gaylord! It is a place to learn new things, join in shared experiences, and come together as a community. The benefits of the Gaylord Library are many, but the most significant feature is the source of community pride that it provides the city and its residents. To have such a beautiful facility that can be used for so many purposes is truly a valuable asset to the City of Gaylord."

-Pauline Marlinski, Library Board President – Gaylord Public Library



■ Transportation Access

Ground:

U.S. Highways 14, 169 and 212 are within easy access and less than 25 miles from Gaylord. These major routes provide access to the Twin Cities of Minneapolis and St. Paul, as well as to southern Minnesota. Access to the interstate highway system, both N-S and E-W, is less than one hour away.



Air:

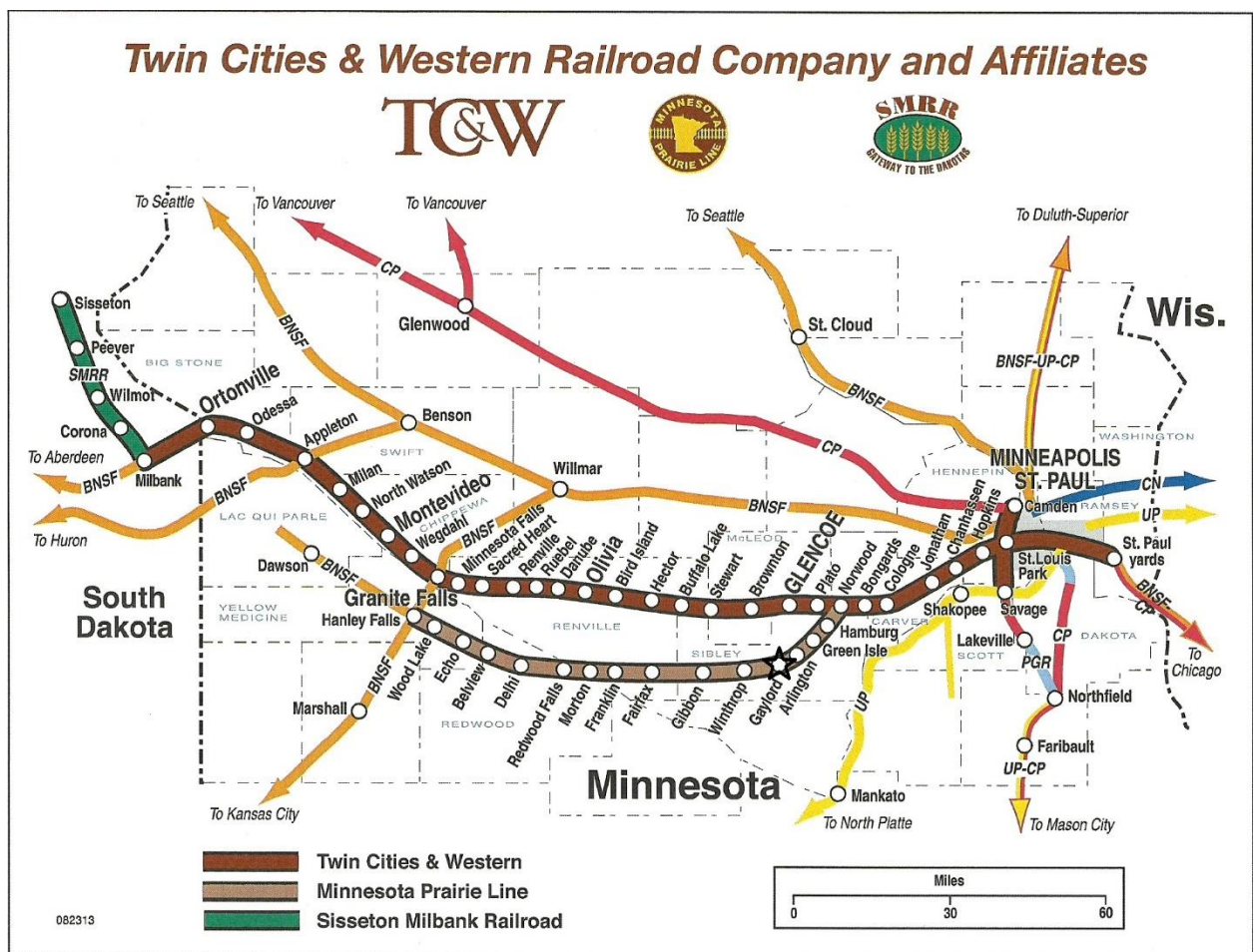
The Mankato Regional Airport is 35 miles southeast of Gaylord. Its primary runway is 6,600 feet long and can accommodate up to a Boeing 757. The Minneapolis-St. Paul International Airport is 60 miles from Gaylord. Municipal general aviation airports less than 25 miles from Gaylord include Hutchinson to the north and New Ulm to the southwest.

Rail:

The Minnesota Prairie Line of the Twin Cities and Western Railroad provides regular freight rail service to Gaylord. This short line railroad runs from eastern South Dakota to the Twin Cities where it connects to the four major rail carriers: Canadian Pacific, Union Pacific, Burlington Northern and Canadian National.

“We are a small door and millwork manufacturer with a dedicated workforce within a 25 mile radius. Our location offers great access to the railroad and the highway. Gaylord is centrally located to our customers and the City is great to work with.”

- Ken Garman, Operations and Sales Manager – Unidoor Corporation



▪ Quality of Life

The City of Gaylord enjoys an exceptional quality of life that provides access to outstanding parks and recreation, business opportunities in a vibrant, revitalized downtown commercial district and a wide variety of housing opportunities.

“The City of Gaylord has been great to work with. The elected officials listen and are willing to help out. There is a good work ethic and longevity from the staff. The location is less expensive to build than other areas and provides excellent clientele and staff within a 25 mile radius.”

- Dennis Hood, Owner/Manager – Oak Terrace Retirement Campus

Community Arts, Nature and Recreation

Many cultural and nature opportunities exist in the area including college and community theatre groups, community concerts such as the Music on Main series and park and outdoor recreation facilities. Gaylord’s beautiful city park is located on the south shore of Lake Titlow.



The park features the new Gaylord Area Aquatic Center, baseball fields, children’s playgrounds, picnic shelters and the historic band shell and roller rink. The Gaylord Game Protective League provides camping opportunities and a variety of outdoor activities throughout the year at its Pow-Wow grounds located two miles northeast of the City.

The Gaylord Area Chamber of Commerce sponsors many business and community events each year, including the annual “Eggstravaganza” celebration held the second weekend in August. Other Chamber activities include the Farmer’s Market, business recognitions, Music on Main and the Chamber Coffee Hour.



Classic Car parade during Eggstravaganza

“The City of Gaylord has a lot to offer with its Parks, Trails and Aquatic Center. Gaylord's downtown business district offers large sidewalks with seating areas and a Public Library which invites shoppers and business owners alike. Gaylord takes pride in being a clean and welcoming community for all to enjoy. Gaylord works hard to be diverse in all areas with maintaining its country atmosphere.”

-Don Boeder – Mayor of Gaylord

Investment in Education

One of the three communities in the Sibley East School District, Gaylord continually strives to improve the quality of K-12 education. The community recently approved a bond referendum to construct a new pre-K through grade 5 elementary school in Gaylord. In addition to the public school, Immanuel Lutheran, a new pre-K through grade 8 parochial school was completed in 2013.

Sibley East's high school graduation rate is substantially higher than both the U.S. and Minnesota's graduation rates.

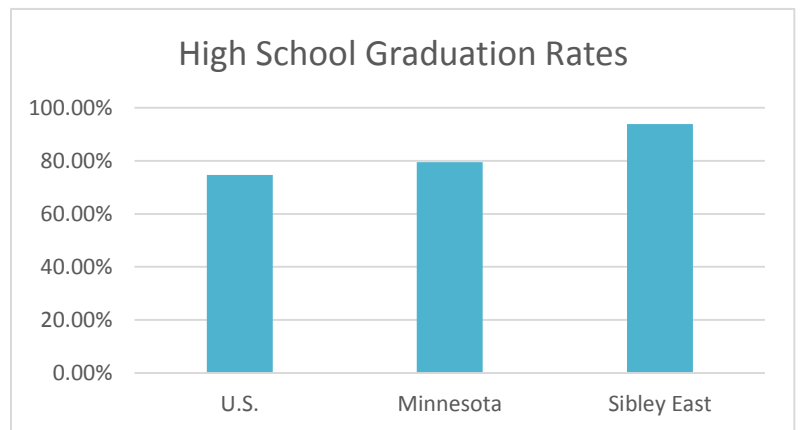
High School Graduation Rates:

U.S.: 74.7%

Minnesota: 79.5%

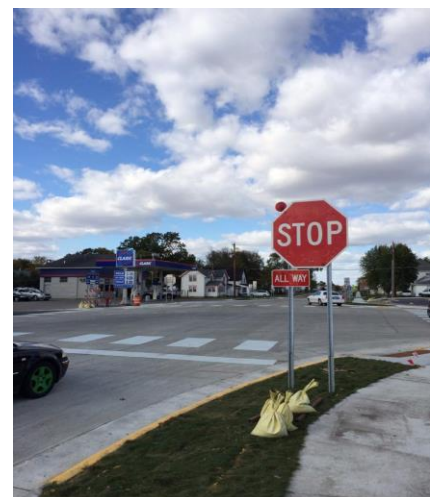
Sibley East: 93.8%

Source: Minnesota Department of Education, 2013



Investment in Gaylord

The City has recently undertaken a number of projects to better the City. The City is half-way through a significant street project to improve auto and pedestrian access throughout the town. The City is also undertaking projects to improve the overall aesthetic appeal of Gaylord.





Rendering of future Fourth Street

Cost of Living and Housing Availability

The cost of living in Sibley County is below the State average. The chart below shows the comparison for a family of four according to the Minnesota Department of Employment and Economic Development (DEED).

Minnesota Cost of Living								
Location	Yearly Cost	Child Care	Food	Health Care	Housing	Transportation	Other	Taxes
Sibley Country	\$62,776	\$666	\$975	\$350	\$960	\$1,434	\$310	\$536
Minnesota	\$73,068	\$1,300	\$976	\$417	\$1,203	\$1,142	\$349	\$702

Source: <http://mn.gov/deed/data/data-tools/col/> (2014)

The Gaylord area has an excellent supply of affordable single family homes and buildable lots as well as rental units available. The median sale prices of homes in Gaylord between October 2013 and September 2014 was \$75,000, well below the median sale price of \$177,900 for the Midwestern region of the United States.